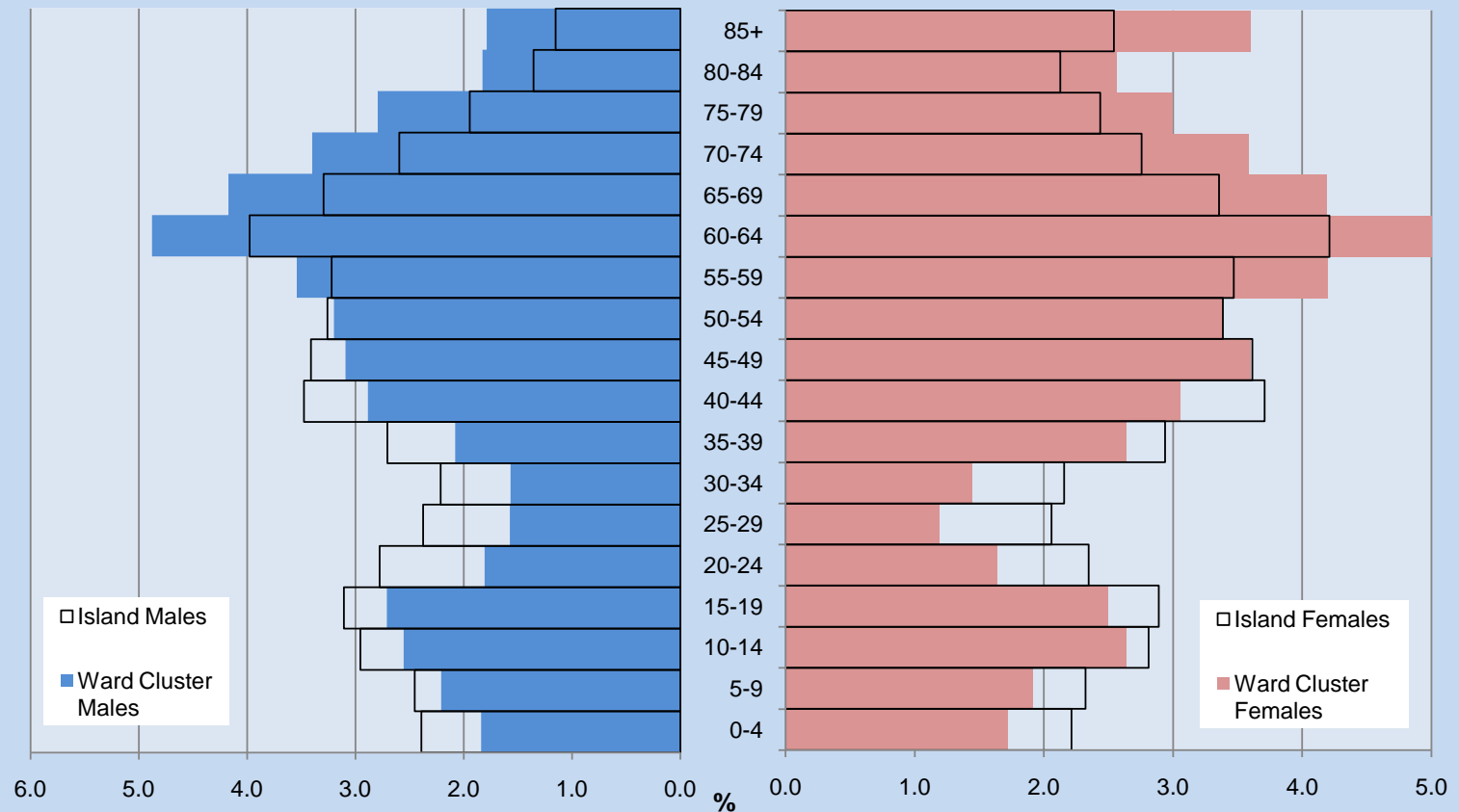


### The Bay Ward Cluster; Age and Gender as % of population (15506), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	277	558	835
80-84	283	397	680
75-79	433	464	897
70-74	527	556	1083
65-69	647	649	1296
60-64	756	818	1574
55-59	549	650	1199
50-54	496	524	1020
45-49	479	558	1037
40-44	447	474	921
35-39	322	409	731
30-34	243	224	467
25-29	244	185	429
20-24	280	254	534
15-19	420	387	807
10-14	396	409	805
5-9	342	297	639
0-4	285	267	552
All Ages	7,426	8,080	15,506



This ward shows a similar profile to the Island as a whole:

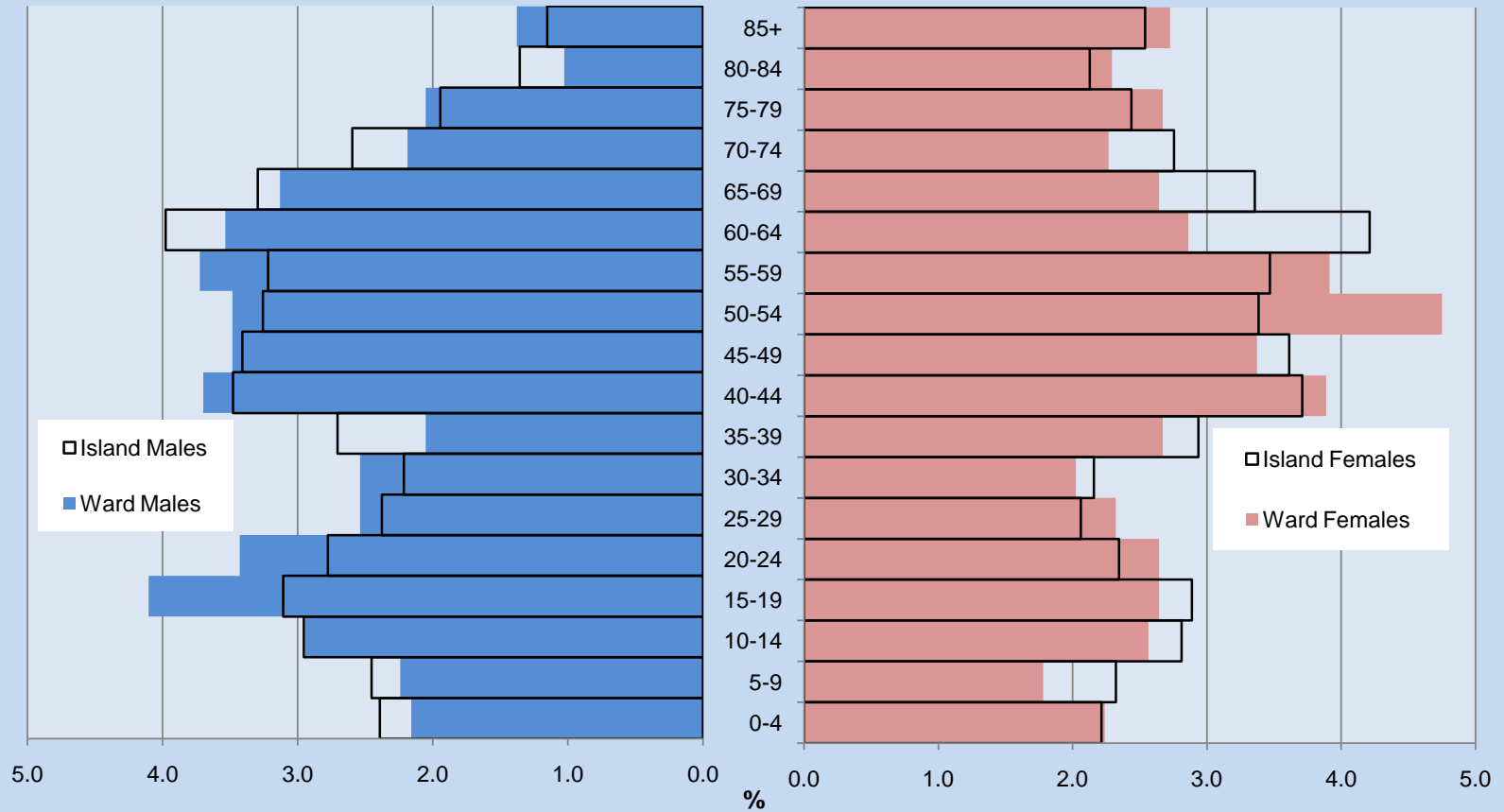
Late teens leave the ward in search of education, employment and accommodation. Out-migration continues for the age groups until around age 30, when inward migration outnumbers departures.

Inward migration in the age-band 35 to 50 increase both those age groups and the proportion of their teenage offspring.

Proportionally inward migration continues across the age-bands 50 to 70 to give a significantly higher proportion of retirees.

### Shanklin Central Ward; Age and Gender as % of population (3704), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	51	101	152
80-84	38	85	123
75-79	76	99	175
70-74	81	84	165
65-69	116	98	214
60-64	131	106	237
55-59	138	145	283
50-54	129	176	305
45-49	129	125	254
40-44	137	144	281
35-39	76	99	175
30-34	94	75	169
25-29	94	86	180
20-24	127	98	225
15-19	152	98	250
10-14	109	95	204
5-9	83	66	149
0-4	80	83	163
All Ages	1,841	1,863	3,704



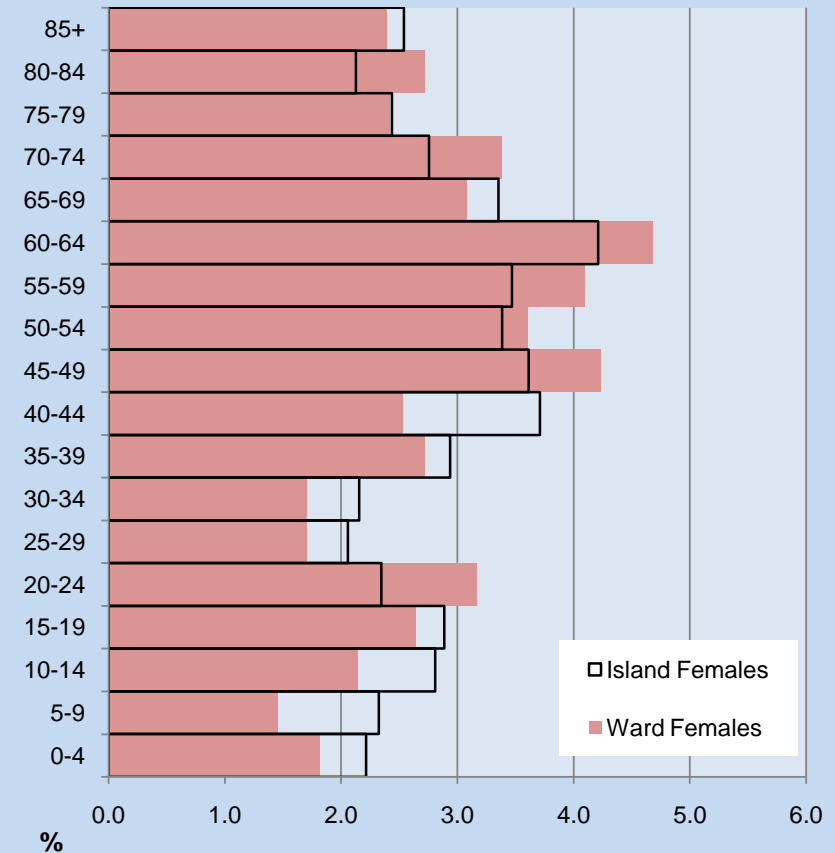
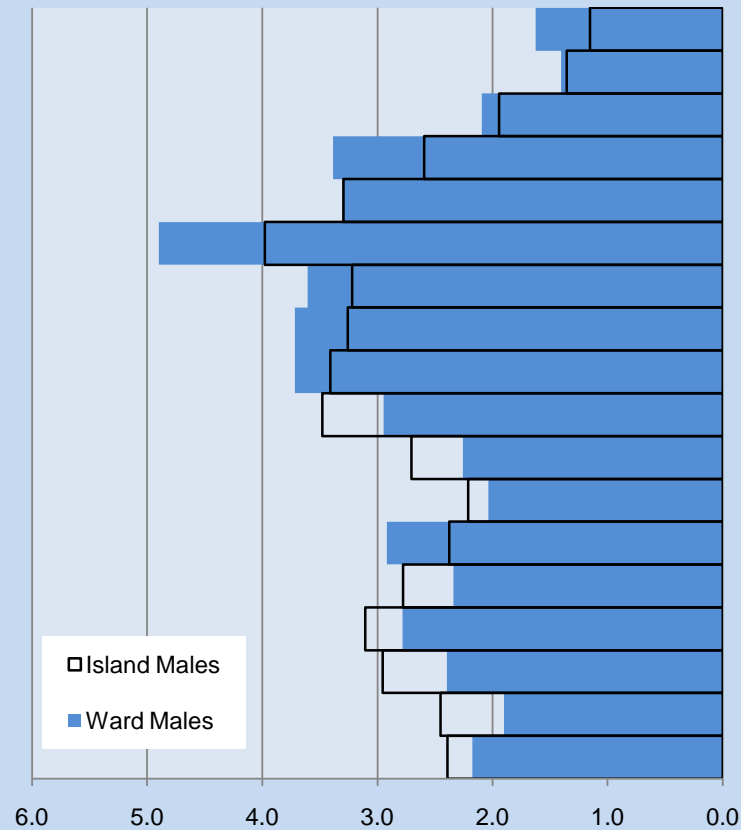
This ward contains a large proportion of the population aged 40 - 60, while the proportion of young adults (15-25) is also above the Island profile.

Although there is a slight out-migration of young adults (late teens / early 20s), this is significantly less pronounced than in many other areas on the Island.

The proportion in the age bands 60-75 is smaller than the Island profile.

### Shanklin South Ward; Age and Gender as % of population (3704), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	51	101	152
80-84	38	85	123
75-79	76	99	175
70-74	81	84	165
65-69	116	98	214
60-64	131	106	237
55-59	138	145	283
50-54	129	176	305
45-49	129	125	254
40-44	137	144	281
35-39	76	99	175
30-34	94	75	169
25-29	94	86	180
20-24	127	98	225
15-19	152	98	250
10-14	109	95	204
5-9	83	66	149
0-4	80	83	163
All Ages	1,841	1,863	3,704

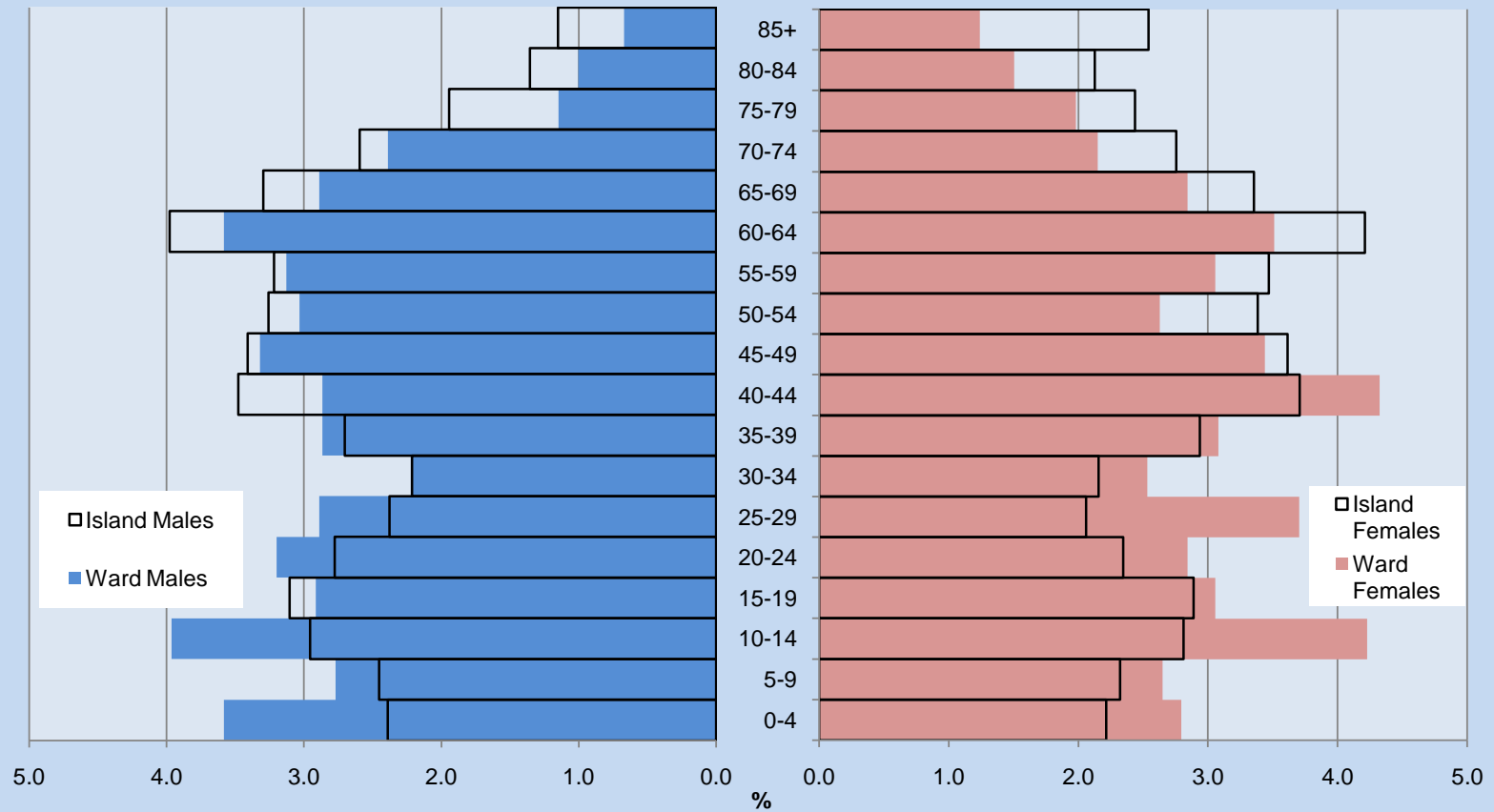


There are high levels of the 45+ population in this ward, indicating that many people choose to retire in this location.

Numbers of children, in particular older children and teenagers, are below the Island profile.

### Sandown South Ward; Age and Gender as % of population (4187), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	28	52	80
80-84	42	63	105
75-79	48	83	131
70-74	100	90	190
65-69	121	119	240
60-64	150	147	297
55-59	131	128	259
50-54	127	110	237
45-49	139	144	283
40-44	120	181	301
35-39	120	129	249
30-34	93	106	199
25-29	121	155	276
20-24	134	119	253
15-19	122	128	250
10-14	166	177	343
5-9	116	111	227
0-4	150	117	267
All Ages	2,028	2,159	4,187



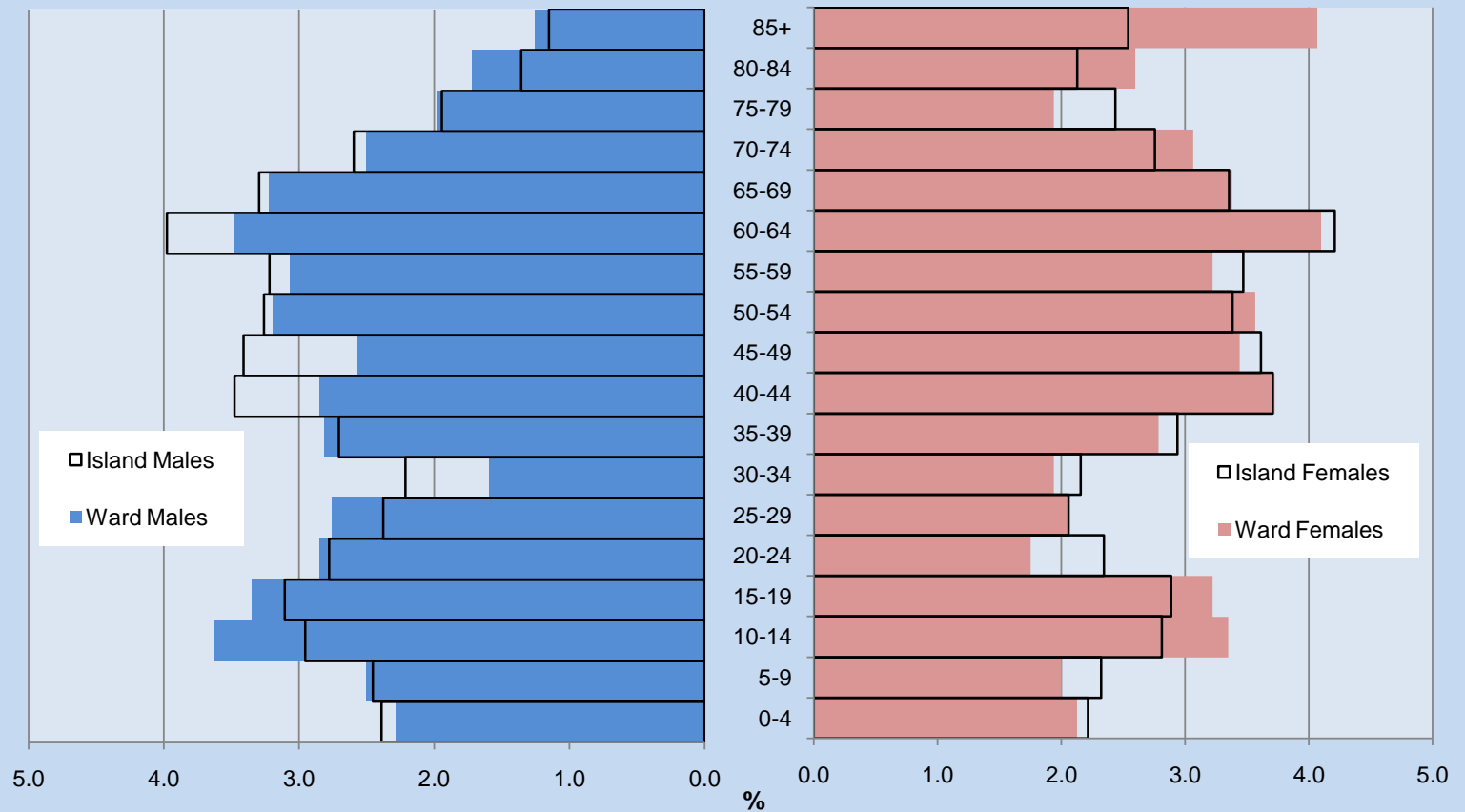
This ward has a large proportion of families with more than the Island profile of 20-40 age bands, teenagers and under 10s.

The 25-29 age band is much larger than the Island profile, and helps explain the high levels of very young children, with the 0-4 age band contributing over 7% of the areas total population.

In the age groups from 45 onwards there is a steady decline in numbers, when compared to the Island profile, indicating that this is not generally an area that people chose to retire to.

### Sandown North Ward; Age and Gender as % of population (3194), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	40	130	170
80-84	55	83	138
75-79	63	62	125
70-74	80	98	178
65-69	103	108	211
60-64	111	131	242
55-59	98	103	201
50-54	102	114	216
45-49	82	110	192
40-44	91	119	210
35-39	90	89	179
30-34	51	62	113
25-29	88	66	154
20-24	91	56	147
15-19	107	103	210
10-14	116	107	223
5-9	80	64	144
0-4	73	68	141
All Ages	1,521	1,673	3,194



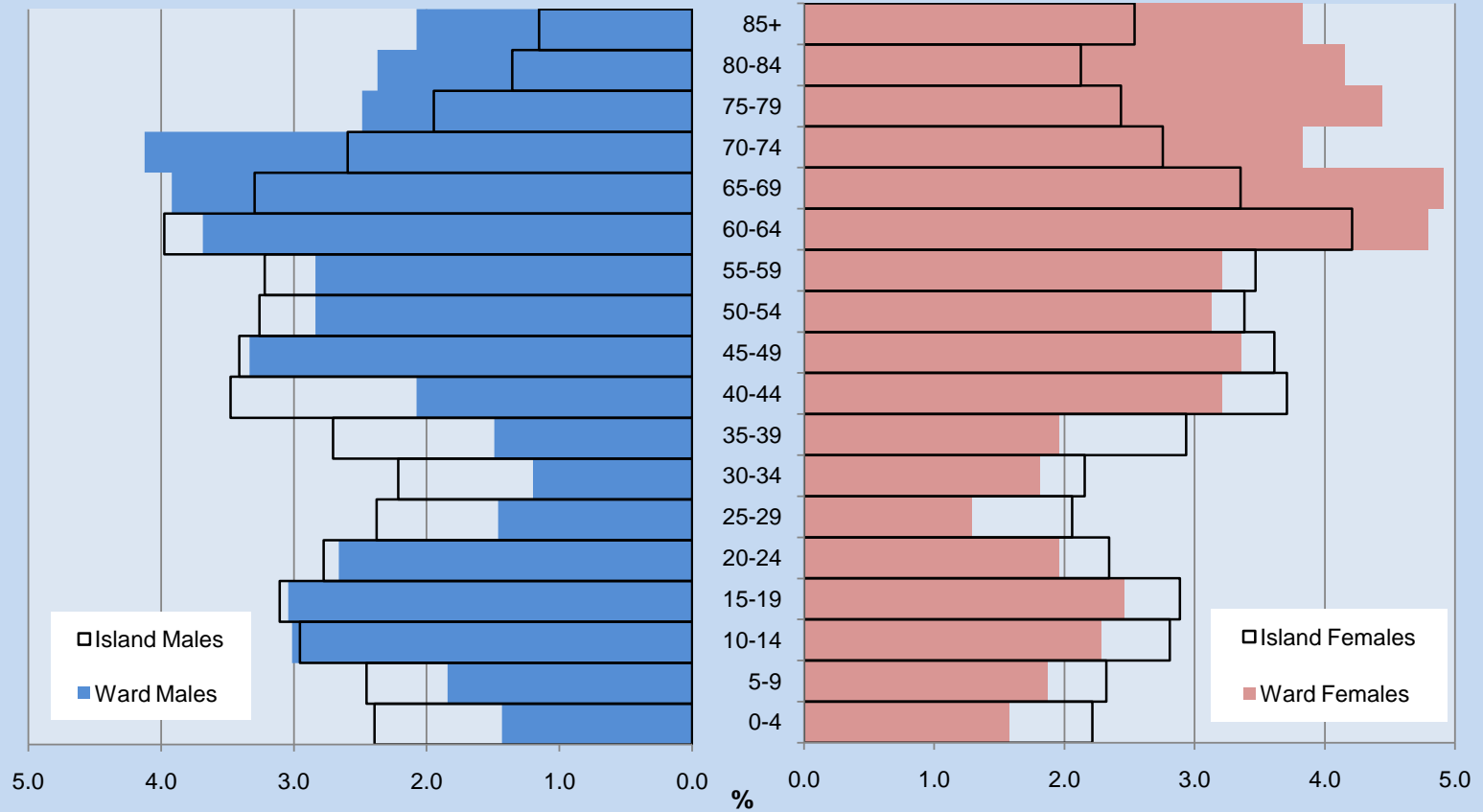
This area follows the Island profile fairly closely.

The ward contains close to the Island profile of children (under 10) and a higher proportion of teenagers (children in the 10+ age bands). This may be due to the proximity of facilities, especially schools, in the local area.

There are large numbers of retirees, while the number of females in the 85+ age band are disproportionately high (over 3 times higher than males).

### Lake South Ward; Age and Gender as % of population (3419), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	71	131	202
80-84	81	142	223
75-79	85	152	237
70-74	141	131	272
65-69	134	168	302
60-64	126	164	290
55-59	97	110	207
50-54	97	107	204
45-49	114	115	229
40-44	71	110	181
35-39	51	67	118
30-34	41	62	103
25-29	50	44	94
20-24	91	67	158
15-19	104	84	188
10-14	103	78	181
5-9	63	64	127
0-4	49	54	103
All Ages	1,569	1,850	3,419



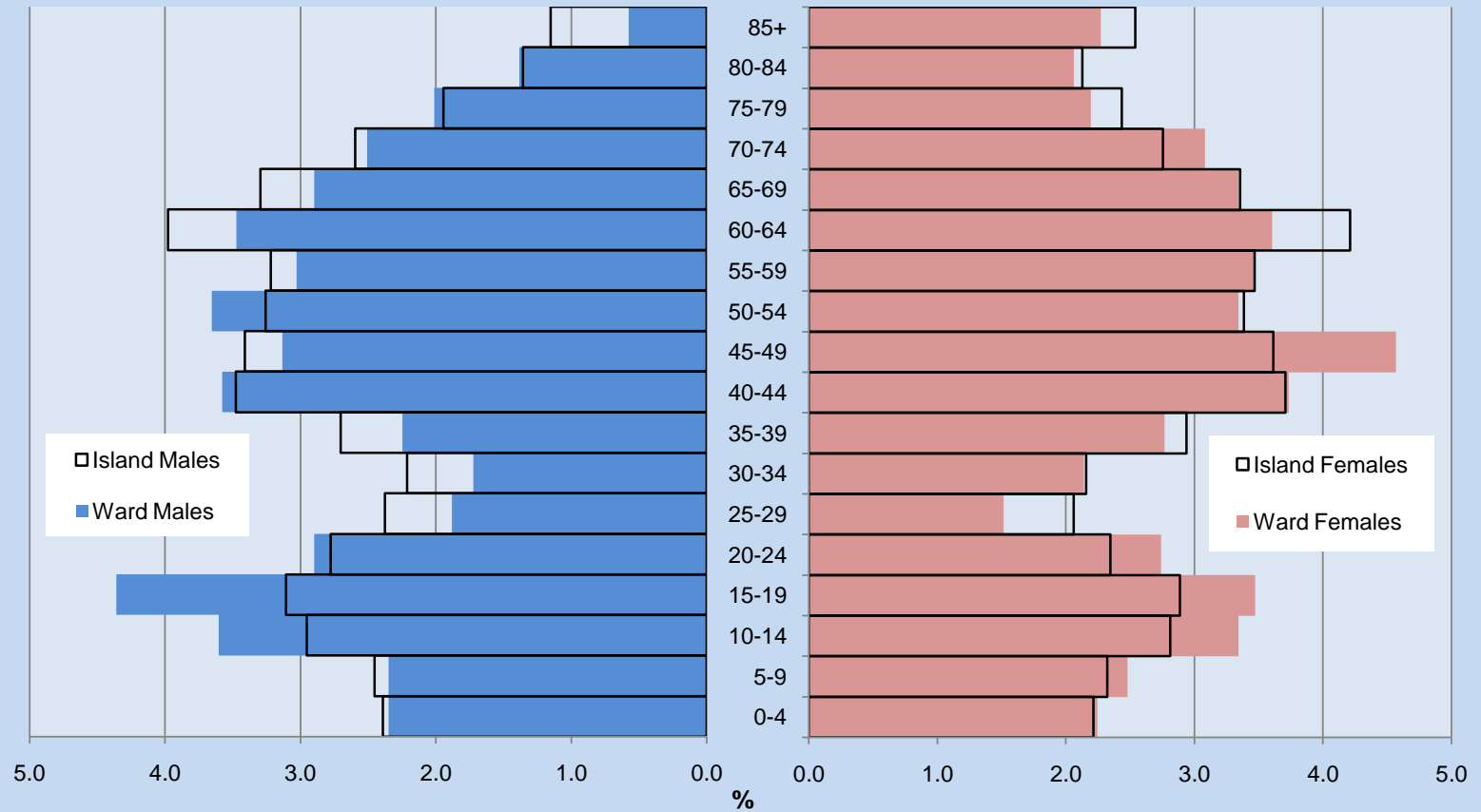
This ward has a predominance of pre and post retirement aged people; with large numbers in all 60+ age bands. The 85+ age band is large for males and is particularly large for females. This indicates this area is very popular as a retirement location.

Age groups below 50 are under represented compared with the Island profile, with a noticeable out migration of the 20 to 30 age groups, and a consequent shortfall in the numbers of very young children.

The numbers of children aged 10-19 are closer to the Island profile, possibly due to the in-migration from the 40-49 age groups.

### Lake North Ward; Age and Gender as % of population (3831), Compared to the Isle of Wight: ONS Mid Year Estimates 2009

	Male	Female	Total
85+	22	87	109
80-84	53	79	132
75-79	77	84	161
70-74	96	118	214
65-69	111	128	239
60-64	133	138	271
55-59	116	133	249
50-54	140	128	268
45-49	120	175	295
40-44	137	143	280
35-39	86	106	192
30-34	66	82	148
25-29	72	58	130
20-24	111	105	216
15-19	167	133	300
10-14	138	128	266
5-9	90	95	185
0-4	90	86	176
All Ages	1,825	2,006	3,831



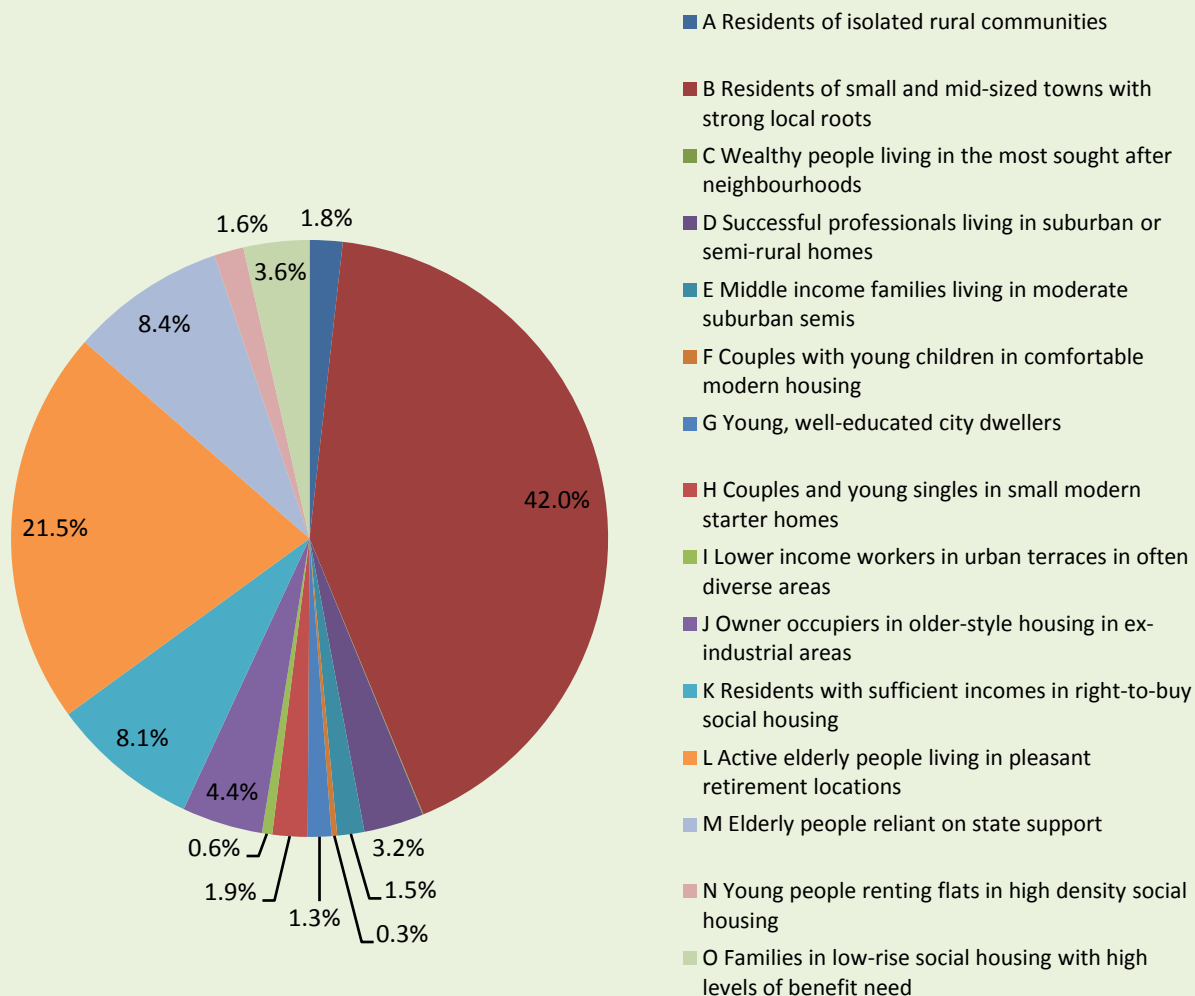
This area follows the Island profile relatively closely.

The ward contains close to the Island profile of children (under 10) and a higher proportion of teenagers (children in the 10-19 age bands contribute almost 15% of the local population). This may be due to the proximity of facilities, especially schools, in the local area.

The proportion of people in the 49+ age bands shows steady decline, indicating that this area is not generally chosen as a location to retire in.

### The Bay Area Cluster: Mosaic Group

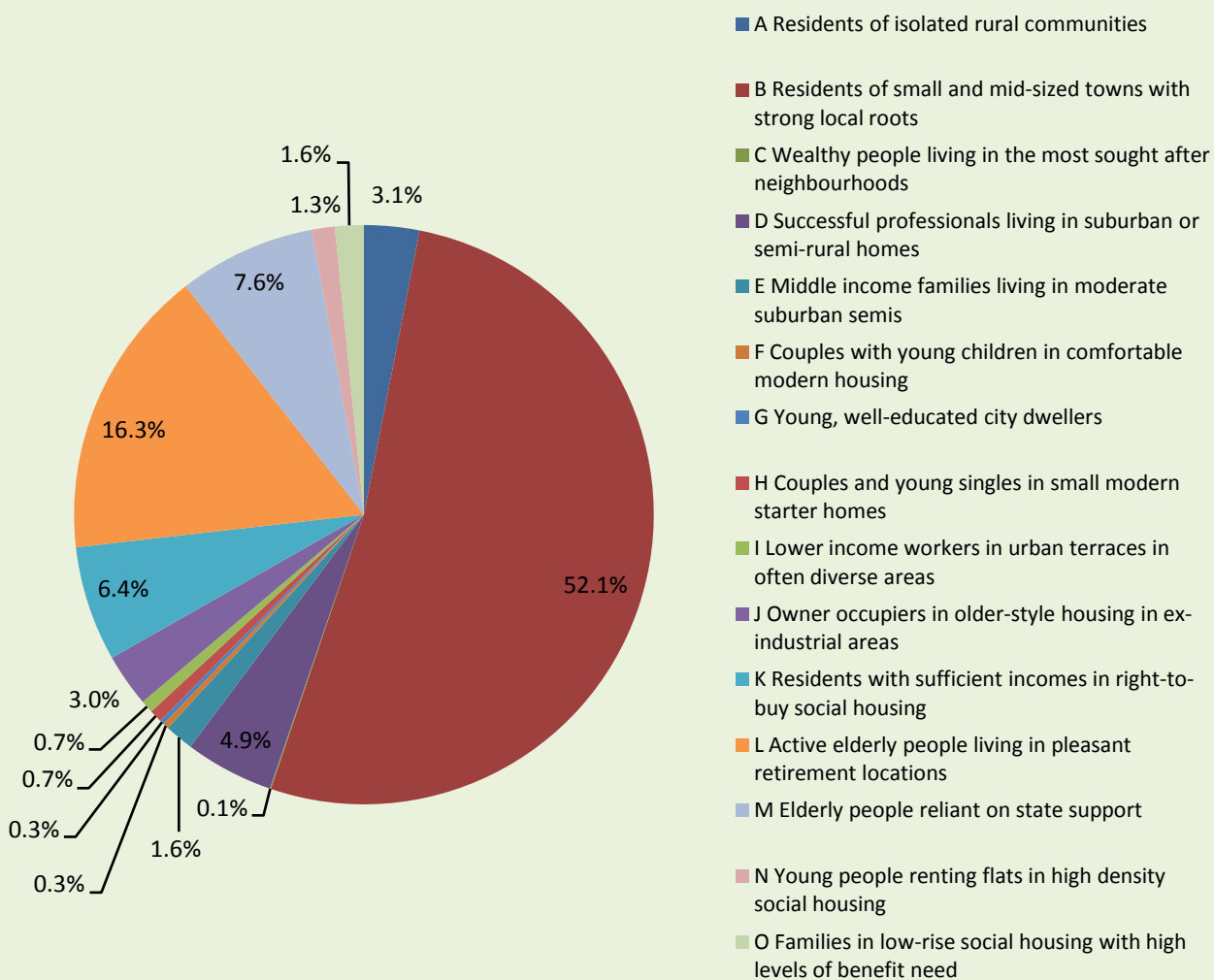
	Cluster		Island	
	Number	%	Number	%
A Residents of isolated rural communities	179	1.8	6260	9.3
B Residents of small and mid-sized towns with strong local roots	4218	42.0	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	4	0.0	87	0.1
D Successful professionals living in suburban or semi-rural homes	326	3.2	3010	4.5
E Middle income families living in moderate suburban semis	147	1.5	2647	3.9
F Couples with young children in comfortable modern housing	31	0.3	481	0.7
G Young, well-educated city dwellers	128	1.3	1607	2.4
H Couples and young singles in small modern starter homes	191	1.9	2591	3.9
I Lower income workers in urban terraces in often diverse areas	56	0.6	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	439	4.4	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	809	8.1	5357	8.0
L Active elderly people living in pleasant retirement locations	2155	21.5	13874	20.7
M Elderly people reliant on state support	844	8.4	4435	6.6
N Young people renting flats in high density social housing	161	1.6	1186	1.8
O Families in low-rise social housing with high levels of benefit need	358	3.6	1286	1.9
<b>Total</b>	<b>10046</b>	<b>100.0</b>	<b>67054</b>	<b>100.0</b>





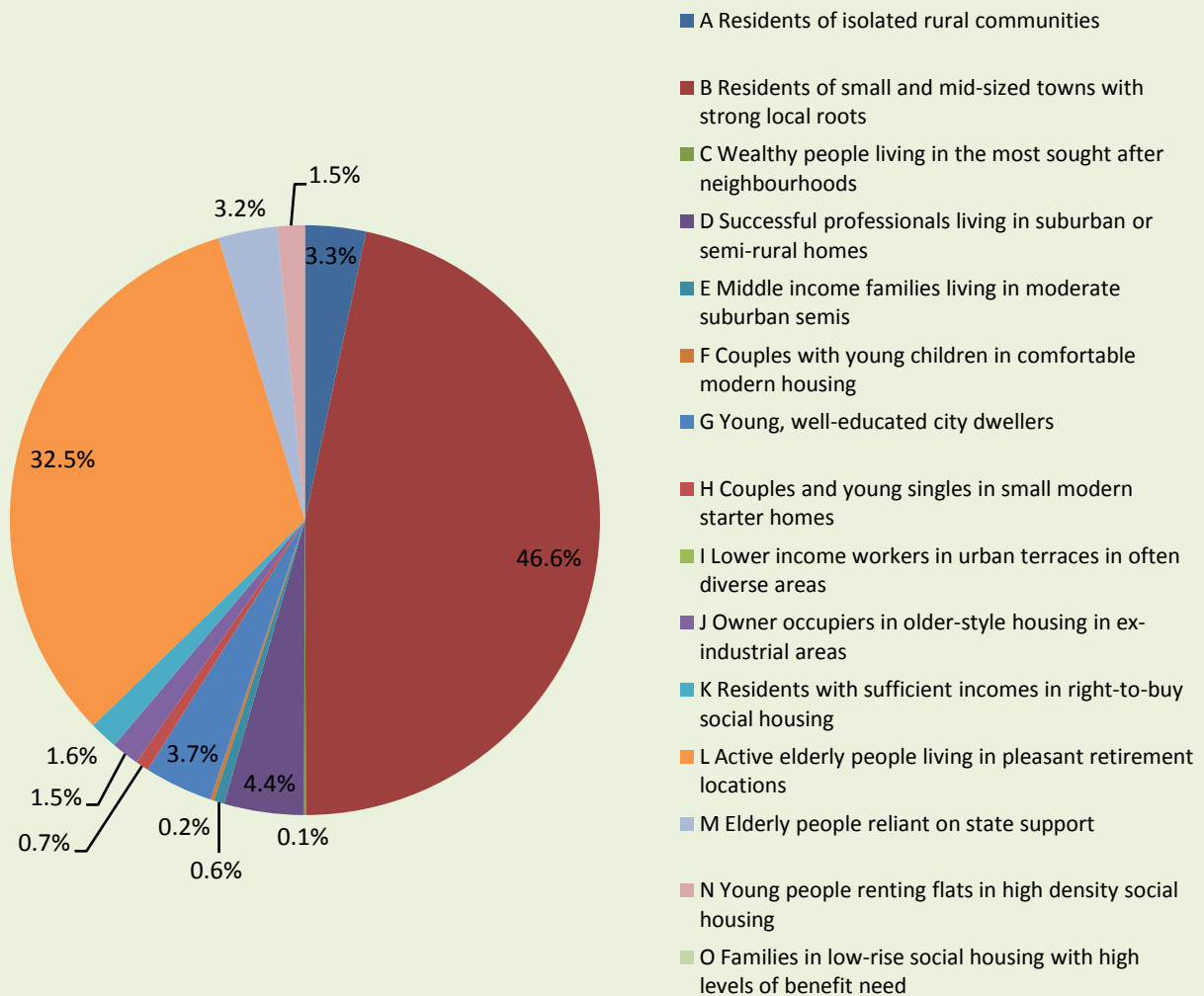
### Shanklin Central: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	48	3.1	6260	9.3
B Residents of small and mid-sized towns with strong local roots	811	52.1	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	1	0.1	87	0.1
D Successful professionals living in suburban or semi-rural homes	77	4.9	3010	4.5
E Middle income families living in moderate suburban semis	25	1.6	2647	3.9
F Couples with young children in comfortable modern housing	5	0.3	481	0.7
G Young, well-educated city dwellers	4	0.3	1607	2.4
H Couples and young singles in small modern starter homes	11	0.7	2591	3.9
I Lower income workers in urban terraces in often diverse areas	11	0.7	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	46	3.0	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	100	6.4	5357	8.0
L Active elderly people living in pleasant retirement locations	253	16.3	13874	20.7
M Elderly people reliant on state support	119	7.6	4435	6.6
N Young people renting flats in high density social housing	20	1.3	1186	1.8
O Families in low-rise social housing with high levels of benefit need	25	1.6	1286	1.9
<b>Total</b>	<b>1556</b>	<b>100.0</b>	<b>67054</b>	<b>100.0</b>



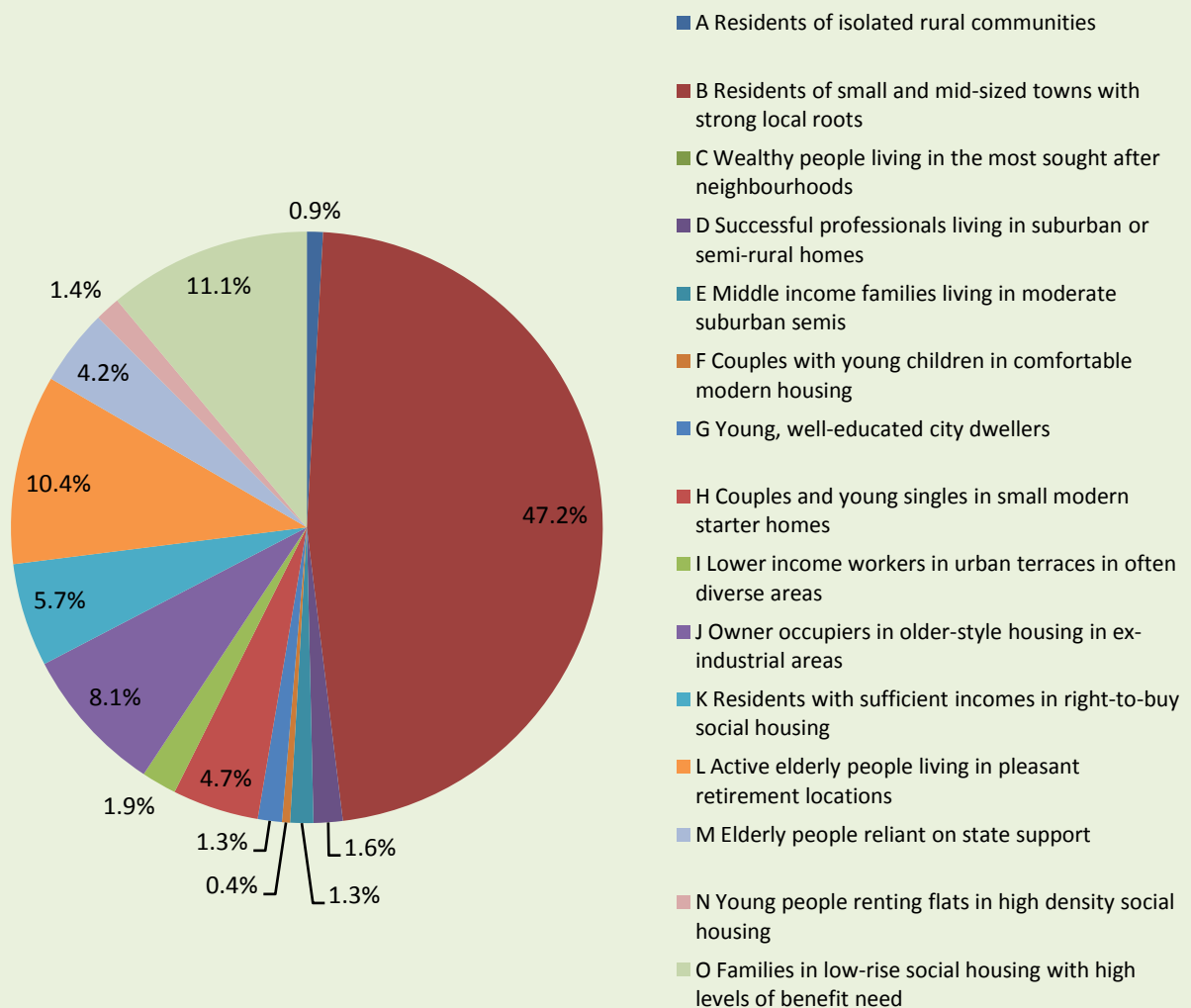
### Shanklin South: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	64	3.3	6260	9.3
B Residents of small and mid-sized towns with strong local roots	896	46.6	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	2	0.1	87	0.1
D Successful professionals living in suburban or semi-rural homes	84	4.4	3010	4.5
E Middle income families living in moderate suburban semis	11	0.6	2647	3.9
F Couples with young children in comfortable modern housing	4	0.2	481	0.7
G Young, well-educated city dwellers	72	3.7	1607	2.4
H Couples and young singles in small modern starter homes	14	0.7	2591	3.9
I Lower income workers in urban terraces in often diverse areas	0	0.0	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	29	1.5	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	30	1.6	5357	8.0
L Active elderly people living in pleasant retirement locations	625	32.5	13874	20.7
M Elderly people reliant on state support	62	3.2	4435	6.6
N Young people renting flats in high density social housing	29	1.5	1186	1.8
O Families in low-rise social housing with high levels of benefit need	0	0.0	1286	1.9
<b>Total</b>	<b>1922</b>	<b>100.0</b>	<b>67054</b>	<b>100.0</b>



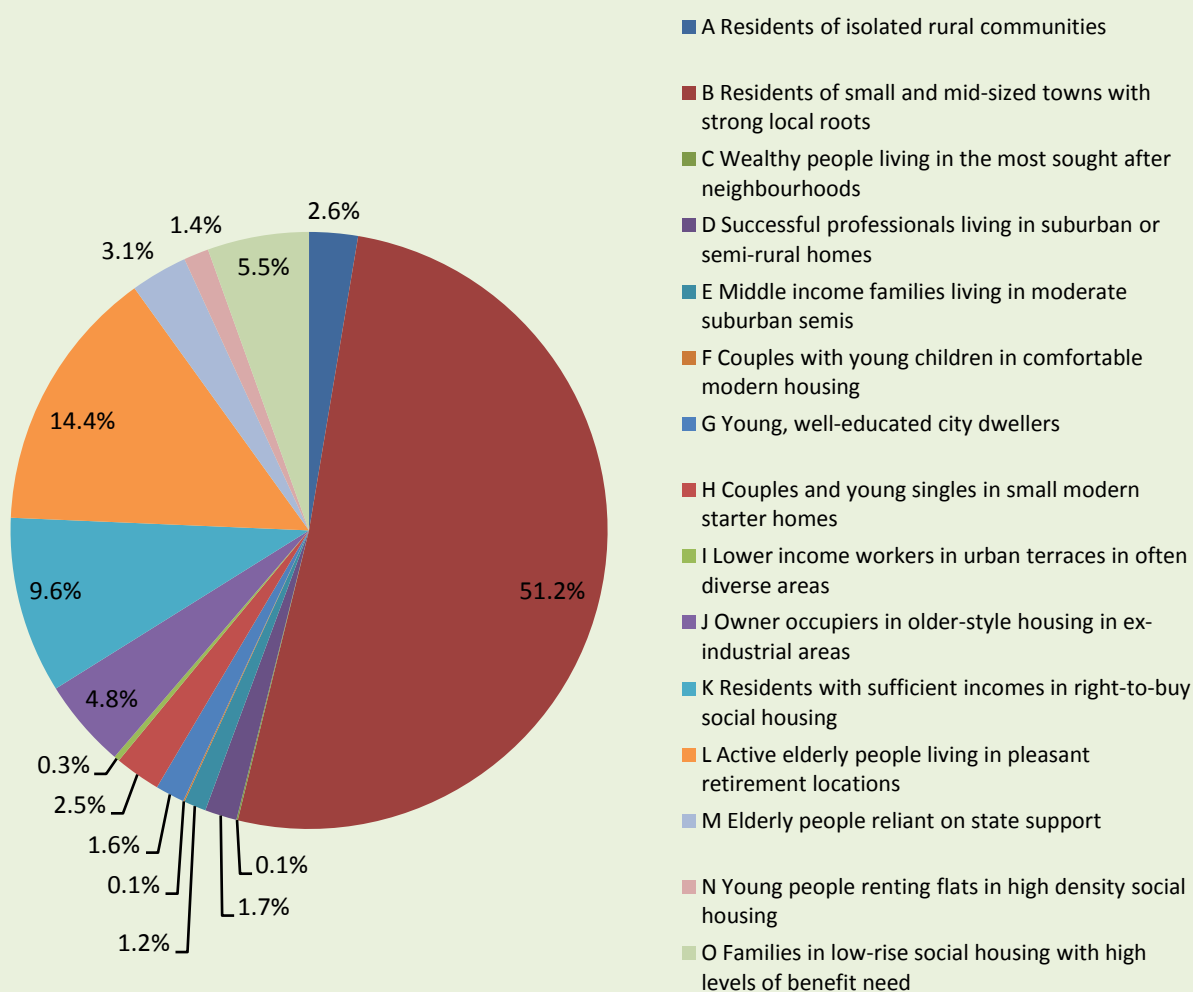
### Sandown South: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	16	0.9	6260	9.3
B Residents of small and mid-sized towns with strong local roots	860	47.2	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	0	0.0	87	0.1
D Successful professionals living in suburban or semi-rural homes	29	1.6	3010	4.5
E Middle income families living in moderate suburban semis	23	1.3	2647	3.9
F Couples with young children in comfortable modern housing	8	0.4	481	0.7
G Young, well-educated city dwellers	24	1.3	1607	2.4
H Couples and young singles in small modern starter homes	86	4.7	2591	3.9
I Lower income workers in urban terraces in often diverse areas	35	1.9	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	147	8.1	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	103	5.7	5357	8.0
L Active elderly people living in pleasant retirement locations	189	10.4	13874	20.7
M Elderly people reliant on state support	76	4.2	4435	6.6
N Young people renting flats in high density social housing	25	1.4	1186	1.8
O Families in low-rise social housing with high levels of benefit need	202	11.1	1286	1.9
<b>Total</b>	<b>1823</b>	<b>100.0</b>	<b>67054</b>	<b>100.0</b>



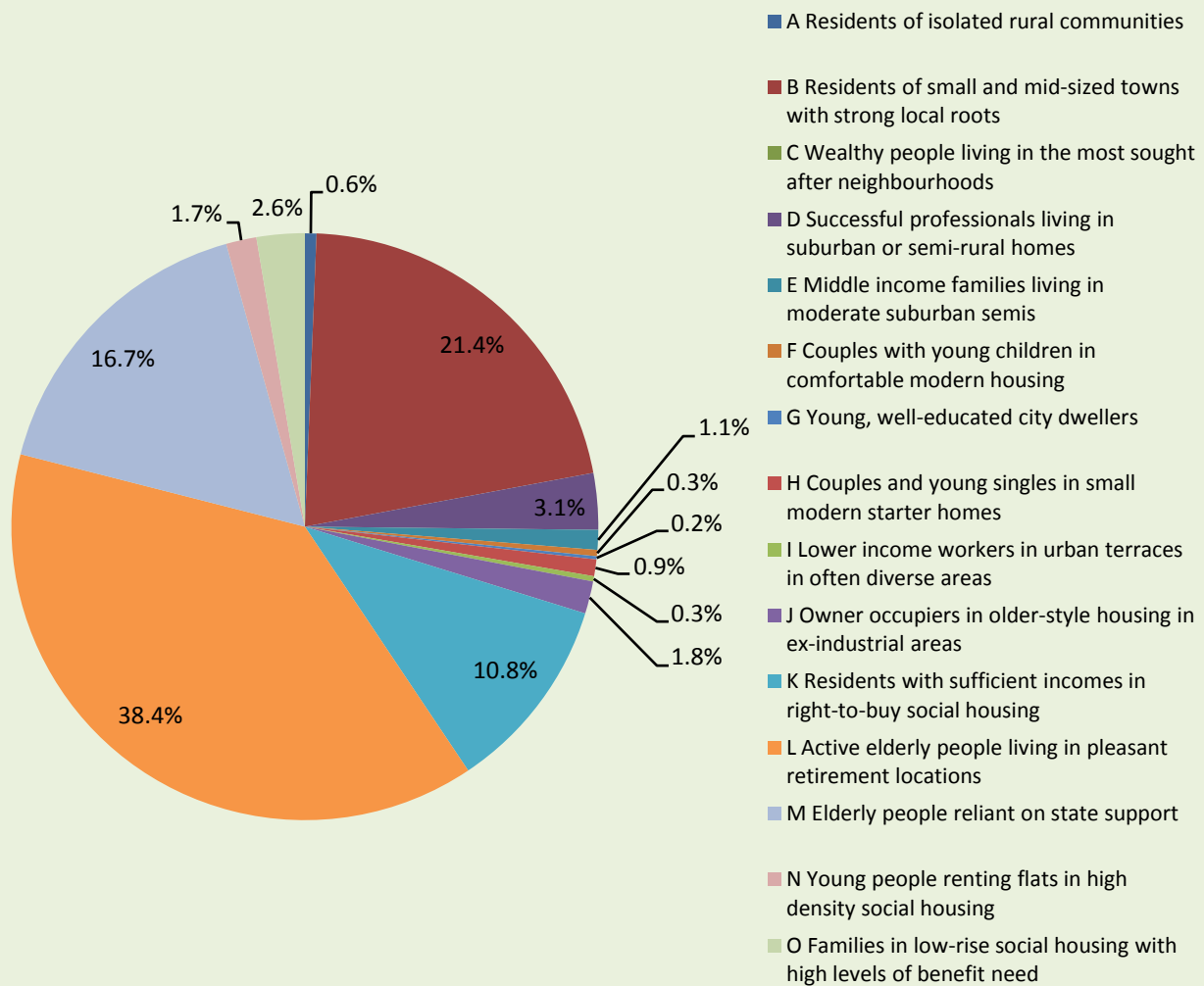
### Sandown North: Mosaic Group

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	35	2.6	6260	9.3
B Residents of small and mid-sized towns with strong local roots	680	51.2	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	1	0.1	87	0.1
D Successful professionals living in suburban or semi-rural homes	23	1.7	3010	4.5
E Middle income families living in moderate suburban semis	16	1.2	2647	3.9
F Couples with young children in comfortable modern housing	1	0.1	481	0.7
G Young, well-educated city dwellers	21	1.6	1607	2.4
H Couples and young singles in small modern starter homes	33	2.5	2591	3.9
I Lower income workers in urban terraces in often diverse areas	4	0.3	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	64	4.8	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	127	9.6	5357	8.0
L Active elderly people living in pleasant retirement locations	191	14.4	13874	20.7
M Elderly people reliant on state support	41	3.1	4435	6.6
N Young people renting flats in high density social housing	18	1.4	1186	1.8
O Families in low-rise social housing with high levels of benefit need	73	5.5	1286	1.9
<b>Total</b>	<b>1328</b>	<b>100.0</b>	<b>67054</b>	<b>100.0</b>



**Lake South: Mosaic Group**

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	11	0.6	6260	9.3
B Residents of small and mid-sized towns with strong local roots	372	21.4	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	0	0.0	87	0.1
D Successful professionals living in suburban or semi-rural homes	54	3.1	3010	4.5
E Middle income families living in moderate suburban semis	19	1.1	2647	3.9
F Couples with young children in comfortable modern housing	6	0.3	481	0.7
G Young, well-educated city dwellers	3	0.2	1607	2.4
H Couples and young singles in small modern starter homes	16	0.9	2591	3.9
I Lower income workers in urban terraces in often diverse areas	5	0.3	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	31	1.8	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	188	10.8	5357	8.0
L Active elderly people living in pleasant retirement locations	666	38.4	13874	20.7
M Elderly people reliant on state support	290	16.7	4435	6.6
N Young people renting flats in high density social housing	29	1.7	1186	1.8
O Families in low-rise social housing with high levels of benefit need	46	2.6	1286	1.9
<b>Total</b>	<b>1736</b>	<b>100.0</b>	<b>67054</b>	<b>100.0</b>



**Lake North: Mosaic Group**

	Ward		Island	
	Number	%	Number	%
A Residents of isolated rural communities	5	0.3	6260	9.3
B Residents of small and mid-sized towns with strong local roots	599	35.6	16241	24.2
C Wealthy people living in the most sought after neighbourhoods	0	0.0	87	0.1
D Successful professionals living in suburban or semi-rural homes	59	3.5	3010	4.5
E Middle income families living in moderate suburban semis	53	3.2	2647	3.9
F Couples with young children in comfortable modern housing	7	0.4	481	0.7
G Young, well-educated city dwellers	4	0.2	1607	2.4
H Couples and young singles in small modern starter homes	31	1.8	2591	3.9
I Lower income workers in urban terraces in often diverse areas	1	0.1	1803	2.7
J Owner occupiers in older-style housing in ex-industrial areas	122	7.3	6189	9.2
K Residents with sufficient incomes in right-to-buy social housing	261	15.5	5357	8.0
L Active elderly people living in pleasant retirement locations	231	13.7	13874	20.7
M Elderly people reliant on state support	256	15.2	4435	6.6
N Young people renting flats in high density social housing	40	2.4	1186	1.8
O Families in low-rise social housing with high levels of benefit need	12	0.7	1286	1.9
<b>Total</b>	<b>1681</b>	<b>100.0</b>	<b>67054</b>	<b>100.0</b>

